

ABSTRACT OF THE DISCLOSURE

A method and system for the centralized managing of localized programming in a cable television network are provided. A local service area served by the cable television network headend has a channel lineup, including a network channel carrying network broadcast programming. An electronic video playback device is located in the cable television network and is associated with the local service area. Non-live content is provided to a central facility where the content is encoded to create files. The files, along with custom schedules or play lists for each market, are then distributed to the appropriate market via an addressable content delivery network. The local electronic video playback device for the service area plays the localized content files or passes network channel content.